

Message Text

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17

ACTION COME-00

INFO OCT-01 NEA-14 ISO-00 CIAE-00 EB-11 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 EUR-25

DRC-01 /091 W

----- 052297

R 171705Z SEP 74

FM USINT ALGIERS

TO SECSTATE WASHDC 1099

UNCLAS ALGIERS 2001

E.O. 11652: N/A

TAGS: BEXP, AG

SUBJ: ALGIERS INTERNATIONAL TRADE FAIR

1. THE 11TH ALGIERS INTERNATIONAL FAIR CLOSED SEPTEMBER 15, 1974, AFTER TWO WEEK RUN (AUG 30- SEPT. 15). FROM ALL INDICATIONS FAIR WAS GENERALLY SUCCESSFUL. THIS 1974 ALGIERS FAIR HAD 42 THIRD COUNTRY NATIONAL PAVILLIONS, COMPARED TO 45 LAST YEAR. 76 ALGERIAN NATIONAL COMPANIES WERE REPRESENTED AS WELL AS OVER 100 PRIVATE FIRMS, SEVEN ALGERIAN MINISTRIES AND FIVE ASSORTED NATIONAL LIBERATION MOVEMENTS.

2. WHILE COMMERCIAL SALES RESULTS UNKNOWN, SAMPLES OF OPINION ON SUCCESS OF FAIR FROM COMMERCIAL POINT OF VIEW IS MIXED. THE GERMANS FEEL THEY DID BETTER THAN LAST YEAR, THE BRITISH FEEL THEY DID LESS WELL. BOTH FELT THEIR MOST SUCCESSFUL EXHIBITORS WERE THOSE WITH EQUIPMENT ON THEIR STANDS. PHOTO DISPLAYS AND MOCK-UPS DREW CONSIDERABLY LESS INTEREST. CANADA HAD SUCCESSFUL PARTICIPATION IN AN ATTRACTIVE OPEN SETTING WITH TWO SMALL CIRCULAR PREFAB BUILDINGS. FRANCE HAD EXPANDED PRESENCE THIS YEAR WITH ALMOST TWICE AS MANY EXHIBITORS AS 1973 AND A LARGER BUDGET. THE FRENCH CONSIDER THEIR PARTICIPATION THIS YEAR AS HIGHLY SUCCESSFUL.

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3. ATTENDANCE FIGURES NOT YET ANNOUNCED. HOWEVER, WHILE GENERAL FEELING WAS THAT ATTENDANCE SOMEWHAT LIGHTER THIS YEAR THAN LAST, OFFICIAL FIGURES, WHEN PUBLISHED, WILL PROBABLY SHOW INCREASE OVER THE 2.5 MILLION 1973 ATTENDANCE FIGURES.

4. DESPITE LOWER NUMBER THIRD COUNTRY PAVILLIONS THIS YEAR. SPACE WAS QUITE LIMITED AND USINT UNDERSTANDS MUCH OF SPACE FOR 1975 ALGIERS FAIR ALREADY SPOKEN FOR. THUS, OBTAINING ATTRACTIVE SPACE FOR 1975 PAVILLION MAY BE DIFFICULT IF NOT UNDERTAKEN SOON.
PARKER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ALGIER02001
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740261-0454
From: ALGIERS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740940/aaaabhxp.tel
Line Count: 73
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: cunninfx
Review Comment: n/a
Review Content Flags:
Review Date: 22 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 MAR 2002 by maustmc>; APPROVED <30 JAN 2003 by cunninfx>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ALGIERS INTERNATIONAL TRADE FAIR
TAGS: BEXP, AG
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005